

There is no such thing as a small job



Yesterday was one for the books. We broke a record. Smallest order ever written. Total: 95 cents.

Why is this something to celebrate? Because I learned a long time ago not to focus on the size of the sale. My focus will always be on the depth of the relationship I can build with those who choose to trust me with their most precious possessions – their memories – be it one or a thousand.

People who come to my studio can be assured that regardless of what you're bringing in, you will receive the very best I have to offer. My goal is not to sell you more than you want but rather to be flexible enough to meet your expectations.

We have a wide range of service levels. If you want the most cost-effective pricing possible, I can provide that by stripping away some of the special additives that we can provide. But if you want all the bells and whistles, we are happy to comply. It is always going to be your choice.

The job yesterday entailed a single slide that a customer found in a drawer. And he wanted it digitalized so he could see more clearly what the image was. I could tell it had import for him. That one image is going to be much more valuable to him than the 95 cents I'm charging. And that's what I keep in mind and why I'll make sure I generate the best possible image I can. Who knows... he may have other items at home that I can help him with. And even if he doesn't, he probably knows someone who does.

Bottom line – it is never about the size of the job. It is about the connection I can form between my studio and my customers. There will always be larger jobs coming... hopefully many of them from the people who started out giving me small jobs.

Michael Ondrasik and Home Video Studio specialize in the preservation of family memories. They can be reached at 352-735-8550. www.homevideostudio.com/mtd